

19TH ANNUAL

# MICHIGAN TRAFFIC SAFETY SUMMIT 2014



MARCH 25-27, 2014

**Online registration now open.** Be sure to register by February 28 for discounted registration fees!

**KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING, MICHIGAN**

# General Session Speakers

## YOU CAN'T STOP WHAT YOU DON'T KNOW: UNDERAGE DRINKING AND DRUG TRENDS

TUESDAY, MARCH 25



**Jermaine Galloway**, Tall Cop Says Stop,  
Boise, Idaho

Officer Jermaine Galloway has been an Idaho law enforcement officer since 1997 and has more than 10 years of experience in alcohol and drug education and enforcement. A member of the Boise Police Department, he has worked several different assignments including crime scene investigation, DUI task force, officer mentoring, and as a field training officer. Galloway is an Idaho Peace Officer Standards and Training certified instructor, holds a bachelor's degree from the University of San Francisco, and is an adjunct instructor for Northwest Nazarene University in Idaho.

He created the alcohol and substance abuse prevention program *You Can't Stop What You Don't Know* and provides training to law enforcement, educators, youth, counselors, probation officers, medical personnel, and community members. He covers topics including alcohol and drug trends, party patrols, alcohol over service, compliance checks, party drugs, fake IDs, drug concealment, alcohol and energy drinks, and synthetic drugs.

For his efforts in drug prevention and underage drinking, Galloway received the National Law Enforcement Partner of the Year Award from the Office of Juvenile Justice and Delinquency Prevention in 2009. In 2010, he received the national Mickey Sadoff Underage Drinking Award from Mothers Against Drunk Driving.

## AUTOMATED VEHICLE TECHNOLOGY: THE FUTURE DRIVING EXPERIENCE

TUESDAY, MARCH 25



**Kirk T. Steudle**, Director,  
Michigan Department of Transportation

As director of the Michigan Department of Transportation, Kirk Steudle is engaged in all aspects of transportation in the state. Steudle is the 2013 vice chair of the Transportation Research Board (TRB) Executive Committee, of which he has been a member since 2004. He also chairs the Strategic Highway Research Program Oversight Committee for TRB. He was the 2011-12 president of the American Association of State Highway and Transportation Officials (AASHTO) and is a member of AASHTO's Executive Committee.

Steudle is also the 2013 vice chair for Board of Directors of the Intelligent Transportation Society of America and a member of the Intelligent Transportation Systems Program Advisory Committee to the U.S. Department of Transportation. Additionally, he also serves on the board of the Engineering Society of Detroit and is chair of the University of Michigan Transportation Research Institute Advisory Board. He is also a trustee for the Traffic Improvement Association of Michigan.

Steudle is a graduate of Lawrence Technological University (LTU), where he received a bachelor's degree in construction engineering and is also on the LTU College of Engineering Advisory Board.

## PROTECTING VULNERABLE ROAD USERS

WEDNESDAY, MARCH 26



**David Zuby**, Chief Research Officer, Insurance  
Institute for Highway Safety, Arlington, Virginia

David Zuby is chief research officer for the Insurance Institute for Highway Safety (IIHS) Vehicle Research Center (VRC). He oversees and coordinates research by the VRC, the institute's research department and the Highway Loss Data

Institute.

Zuby is the author of numerous research papers published by IIHS on topics such as the biomechanics of injury, pedestrian protection, crashworthiness, and crash investigation.

Prior to joining IIHS as a research engineer in 1993, he worked on research projects for the National Highway Traffic Safety Administration at the Transportation Research Center in Ohio. He holds a bachelor's degree from Northwestern University in Illinois.

## FEMALE DRUNK DRIVERS: CHARACTERISTICS AND EXPERIENCES IN THE SYSTEM

WEDNESDAY, MARCH 26



**Robyn Robertson**, President and CEO, Traffic  
Injury Research Foundation, Ottawa, Ontario

Robyn Robertson is the President and CEO of the Traffic Injury Research Foundation (TIRF). During her 14 years in the research field, she has published more than 90 reports and articles on road safety issues focusing on the different types of road users, their contributions to the crash problem, and the evaluation and implementation of effective interventions.

Robertson delivers technical assistance to jurisdictions around the world to strengthen criminal justice and health and licensing systems and to support the implementation of proven strategies. She has developed several educational primers and curricula for justice, licensing, and treatment professionals and has delivered more than 125 presentations at regional, national, and international conferences.

She is the coordinator of a coalition of 14 leading U.S. criminal justice organizations, a member of the Editorial Board of the Journal of Safety Research, the Board of Directors of the American Probation and Parole Association, the Alcohol, Drugs and Driving Committee of the U.S. Transportation Research Board, and the International Council on Alcohol, Drugs, and Traffic Safety.

Robertson holds a master's degree in criminology, has eight years of teaching experience at academic institutions, and served as faculty at the National Judicial College in Reno, Nevada. Prior to joining TIRF, Robertson worked for the Solicitor General of Canada and Members of Parliament in the areas of correctional policy and legislation.

**More speakers to be announced in the coming months. Visit [Michigan.gov/ohsp](http://Michigan.gov/ohsp) for additional information.**

# AGENDA

Tuesday, March 25

9-10:30 A.M.	<b>OPENING AND GENERAL SESSION</b>
10:30-11 A.M.	<b>BREAK</b> WITH EXHIBITORS
11 A.M.-12:30 P.M.	<b>WORKSHOPS</b>
12:30-1:30 P.M.	<b>LUNCH</b>
1:30-2:30 P.M.	<b>GENERAL SESSION</b>
2:30-3 P.M.	<b>BREAK</b> WITH EXHIBITORS
3-4:30 P.M.	<b>WORKSHOPS</b>
4:30-6:30 P.M.	<b>NETWORKING RECEPTION</b>

Wednesday, March 26

8:30-9:30 A.M.	<b>GENERAL SESSION</b>
9:30-10 A.M.	<b>BREAK</b>
10-11:30 A.M.	<b>WORKSHOPS</b>
11:30 A.M.-1:15 P.M.	<b>AWARDS LUNCHEON</b>
1:30-3 P.M.	<b>WORKSHOPS</b>
3-3:15 P.M.	<b>BREAK</b>
3:15-4:30 P.M.	<b>GENERAL SESSION</b>

Thursday, March 27

8:30-10 A.M.	<b>WORKSHOPS</b>
10-10:15 A.M.	<b>BREAK</b>
10:15-11:30 A.M.	<b>GENERAL SESSION</b>

## THE 2014 MICHIGAN TRAFFIC SAFETY SUMMIT INCLUDES MORE THAN 25 WORKSHOPS.

### Sessions will be offered on the following topics:

- » Child Passenger Safety
- » Commercial Motor Vehicle Safety
- » Impaired Driving
- » Motorcycle Safety
- » Senior Drivers
- » Traffic Enforcement
- » Traffic Incident Management
- » Traffic Laws
- » UD-10 Crash Form
- » Vehicle and Roadway Engineering

Not paid for with state funds. Paid for with funding from the U.S. Department of Transportation.



## HOTEL INFORMATION

Summit participants and exhibitors must make their own hotel reservations and are responsible for payment of their lodging.

The Kellogg Hotel and Conference Center is the official conference hotel. Rooms are available at a discounted rate of \$75 per night. Attendees must use group code **TSS032414** to receive the discounted rate.

Hotel reservations can be made online at [Kelloggcenter.com](http://Kelloggcenter.com) or by calling (517) 432-4000.

**Hotel reservations must be made by Friday, February 21.**

*The Kellogg Center is a handicapped accessible facility. Those needing special accommodations while attending the Traffic Safety Summit should contact Alicia Sledge at [sledgea@michigan.gov](mailto:sledgea@michigan.gov) or (517) 241-1505 no later than Monday, March 3.*

## NETWORKING RECEPTION

The Michigan Office of Highway Safety Planning is hosting a networking reception Tuesday, March 25, from 4:30-6:30 p.m. Summit attendees, speakers, and exhibitors are welcome to attend but must RSVP on the summit registration Web site.

For more information about the event, contact Dianne Perukel at [perukeld@michigan.gov](mailto:perukeld@michigan.gov) or (517) 241-2565.



## SECRETARY OF STATE MOBILE OFFICE

Save time and a trip to the Secretary of State (SOS) office. Bring your driver's license and license plate updates, address changes, and other SOS business to the Traffic Safety Summit on Tuesday, March 25, and take advantage of the SOS Mobile Office. All of the services will be available on-site from 8 a.m.-4 p.m.

## HOW TO REGISTER

Attendees, exhibitors, and speakers must register for the Traffic Safety Summit online at [Mi.train.org](http://Mi.train.org). Microsoft Internet Explorer should be used to complete registration.

Fees must be paid at the time of registration. Be sure to have a credit card or interagency transfer information ready before beginning registration.

An account in the MiTrain system must be set up before registering. Registrants with an existing [Mi.train.org](http://Mi.train.org) account must use that account for registration.

### TO CREATE A MITRAIN ACCOUNT:

- » Go to [Mi.train.org](http://Mi.train.org)
- » Select *Create Account*, which appears under the login box on the left side
- » Agree to the TRAIN policies
- » Fill out the necessary information on the subsequent pages (Do not hit the *Back* button at any time during the registration process)
- » Answer the secret question at the bottom of the page (This question will be used as a security measure during the password retrieval process)
- » Select *Michigan State Police* from the *State Group* options
- » Select up to three professional roles that best match your job description
- » Select up to three settings that best fit your work environment
- » Select *Next* when finished
- » Additional demographic information will be requested (This information is not required for registration)
- » Select *Continue* to finish registering the account
- » A confirmation screen will appear; select *Continue* to begin registration
- » A confirmation e-mail will be generated (To receive e-mails from MiTrain, select the link in the e-mail)

### CONFERENCE REGISTRATION REFUND POLICY

Refunds will be given only if a written cancellation request is made on or before March 10. E-mail cancellation requests to Jean Shattuck at [shattuckj@michigan.gov](mailto:shattuckj@michigan.gov).

# PARTICIPANT REGISTRATION

- » Registration is \$85 on or before February 28
- » Registration is \$125 after February 28
- » Registration deadline is March 14
- » After March 14, only on-site registration will be accepted if space is available
- » Participants, speakers, and exhibitors must register online at [Mi.train.org](http://Mi.train.org)
- » Only credit cards, electronic checks, and interagency transfers will be accepted
- » State agencies must use interagency transfers to pay registration fees (Procurement card use is not allowed)
- » Questions? Contact Jean Shattuck at [shattuckj@michigan.gov](mailto:shattuckj@michigan.gov) or (517) 241-2544

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## TO REGISTER AS A PARTICIPANT OR SPEAKER:

- » Go to [Mi.train.org](http://Mi.train.org)
- » Enter login name and password then select the *Login* button
- » Enter course number **1046284** for the 2014 Traffic Safety Summit in the *Keyword* or *Course ID* box at the top right of the page
- » Select the *Registration* tab under *Conference Details*
- » Select the *Register for Conference* button on the top left of the page
- » The summit registration screen will appear
- » Select the *Add* buttons to add lunch choices for each day of the summit (**Be sure to add a lunch selection for each day**)
- » If attending the Tuesday evening networking event, select the *Add* button for that event as well
- » When meal selection is complete, select *Next*
- » Select *Next* again
- » Verify user information for accuracy and select *Next*
- » Review the registration information (**Be sure selections for lunch each day and the Tuesday evening reception appear**)
- » Select the *Complete Registration* link at the bottom of the page
- » A new window for the State of Michigan Payment Processing Center will open
- » If a special code has been assigned, enter it at this time and select *Continue* (Special code registrants should have received instructions for registration; contact Alicia Sledge at [sledgea@michigan.gov](mailto:sledgea@michigan.gov) or (517) 241-1505 with questions)
- » If no special code has been assigned for registration, leave this box blank and select *Continue*
- » Enter an MCOLES number, if applicable (Law enforcement officers must input MCOLES number) and select *Continue*
- » Select who is responsible for payment and select *Continue*

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## SELECT ONE OF THE THREE OPTIONS FOR PAYMENT:

### 1. Non-state employees must use a credit card or electronic check for registration

- » Select the *Credit* option and select *Continue*
- » Verify user information is correct and select *Continue*
- » Review and verify the additional information is correct and select *Continue*
- » Select *Pay by Credit Card* or *Pay by Electronic Check* and select *Next*
- » Enter payment information and credit card number or routing and account numbers and select *Next*
- » Confirm payment information and select *Pay Now*
- » Print the *Conference Payment* information for your records
- » Registration is complete

### 2. Non-Michigan State Police (MSP) state employees must select the *Invoice* option and select *Continue*

- » Verify user information is correct and select *Continue*
- » Review and verify the additional information is correct and select *Continue*
- » An invoice will be e-mailed to the address associated with the account
- » This invoice must be paid within 10 days by interagency transfer (Transfers should be made to Index 51000, PCA 51400, COBJ 6160)
- » Registrations are not complete until payment is received

### 3. MSP employees must select the *MSP Employee* option

- » Enter work site Index and PCA and select *Continue*
- » Verify user information is correct and select *Continue*
- » Review and verify the additional information is correct and select *Continue*
- » Registration is complete



# EXHIBITOR REGISTRATION

- » Nonprofit exhibitor registration is \$85 on or before February 28 and \$125 after February 28
- » For-profit exhibitor registration is \$250 on or before February 28 and \$395 after February 28
- » Registration deadline is March 7
- » Only credit cards, electronic checks, and interagency transfers will be accepted
- » State agencies must use interagency transfers to pay exhibitor fees (Procurement card use is not allowed)
- » Exhibitor space is limited and on a first-come, first-served basis
- » Registration includes one person
- » **Additional exhibitor staff must register as a participant**
- » Refreshment breaks will be served in the exhibitor area
- » Exhibit fee includes one, eight-foot skirted table with two chairs, power, and wireless Internet
- » **Set up:** Monday, March 24, 4-6 p.m.
- » **Exhibit:** Tuesday, March 25, 8 a.m.-4:30 p.m. (one day only)
- » **Take-down:** Tuesday, March 25, 4:30-6 p.m.
- » Questions? Contact Melody Kindraka at kindrakam@michigan.gov or (517) 241-1522

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## TO REGISTER AS AN EXHIBITOR:

- » Go to [Mi.train.org](http://Mi.train.org)
- » Enter login name and password and select the *Login* button
- » Enter course number **1046331** for the 2014 Traffic Safety Summit Exhibitor Nonprofit; enter course number **1046320** for the 2014 Traffic Safety Summit Exhibitor For-Profit in the *Keyword* or *Course ID* box at the top right corner of the page
- » Select the *Registration* tab under *Conference Details*
- » Select the *Register for Conference* button on the top left of the page
- » The summit registration screen will appear
- » Select the *Add* buttons to add lunch choices for each day of the summit (**Be sure to add a lunch selection for each day**)
- » If attending the Tuesday evening networking event, select the *Add* button for that event as well
- » When meal selection is complete, select *Next*
- » Select *Next* again
- » Verify user information for accuracy and select *Next*
- » Review the registration information (**Be sure selections for lunch each day and the Tuesday evening reception appear**)
- » Select *Complete Registration* at the bottom of the page
- » This will open a new window for the State of Michigan Payment Processing Center

- » If a special code has been assigned enter it at this time and select *Continue* (Special code exhibitors should have received instructions for registration; contact Melody Kindraka at kindrakam@michigan.gov or (517) 241-1522 with questions)
- » If no special code has been assigned for registration, leave this box blank and select *Continue*
- » Leave the box for MCOLES number blank and select *Continue*
- » Select who is responsible for payment and select *Continue*

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## SELECT ONE OF TWO OPTIONS FOR PAYMENT:

### 1. State agency exhibitors must pay by interagency transfer

- » Select *Invoice* and select *Continue*
- » Verify user information is correct and select *Continue*
- » Review and verify the additional information is correct and select *Continue*
- » An invoice will be e-mailed to the address associated with the account
- » This invoice must be paid within 10 days by interagency transfer (Transfers should be made to Index 51000, PCA 51400, COBJ 6160)
- » Registrations are not complete until payment is received

### 2. All other exhibitors must use a credit card or electronic check for registration

- » Select the *Credit* option and select *Continue*
- » Verify user information is correct and select *Continue*
- » Review and verify the additional information is correct and select *Continue*
- » Select *Pay by Credit Card* or *Pay by Electronic Check* and select *Next*
- » Enter payment information and credit card number or routing and account numbers and select *Next*
- » Confirm payment information and select *Pay Now*
- » Print the *Conference Payment* information for your records
- » Registration is complete